

**INTER-CITY MARKETING NETWORK FOR WOMEN MICRO-ENTREPRENEURS  
THROUGH CELL PHONE**  
(infoDev Activity ID number: 466-000317)  
Implementing organization: Foundation Of Occupational Development (FOOD)  
Email: [food@XLweb.com](mailto:food@XLweb.com)

**Summary of current project status:**

Activity	Status
Preparation of operation manual	Completed
Visit to 100 semi-urban areas	Completed
Sensitizing the CBOs	Completed
Conducting orientation program for CBOs	Completed
Survey	Completed
Short-listing products made locally	Completed
Training program for the CBOs in management of the network and marketing	Completed
Coordinating the marketing activity	On going
Organizing regional workshops to create awareness	On going
Quality assurance	On going
Evaluation	On going

The "Intercity Marketing Network for Women Micro-Entrepreneurs" project was initiated in July 2001.

Out of the project target of 100 CBOs as on date 125 CBOs have been identified and the orientation and training programs conducted for them and they have become a part of either the marketing or production groups.

The focus of activities during this reporting period was on evaluation of the project outcomes in the past 12 months. We are also continuing to organize workshops for disseminating information on the project and to bring more groups into the fold of the inter-city marketing network.

Some of the statistics collected by the project team are given below.

CBOs:

	After 1 month	After 12 months
CBOs taking part in the project	20	125

Marketing groups:

	Before	After 1 month	After 12 months
Average monthly sales	Rs 0	Rs 605	Rs 10,300
Average monthly profits	Rs 0	Rs 55	Rs 1,940

Production groups:

	<b>Before</b>	<b>After 1 month</b>	<b>After 12 months</b>
Average monthly sales	Rs 500	Rs 1,100	Rs 14,000
Average monthly profits	Rs 45	Rs 95	Rs 1,381

Products being produced and marketed:

Cleaning liquid, soap oil, bath soap, washing powder, washing soap, rice, pickles, juice, masala powders, incense sticks, candles, skirts for kids, gents & ladies wear.

**Lessons learnt:**

The project has proceeded as per schedule and the results obtained have been satisfactory. The project team is in the process of collecting and compiling various indicators to evaluate the progress of the project over the past 12 months.

**Financial Statement Expenses for FY 2002 Quarter Q2:**

Project funds have been utilized as per budget.

**Expected Project Completion Date (when all project activities will be completed):**

5/25/2002

**Expected Project Closing Date (when final and audit reports to infoDev will be completed):** 8/25/2002

**Project website:** <http://www.foodindia.org/intercity/>

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